

**Empire State Development News**

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**EMPIRE STATE DEVELOPMENT NAMES UPSTATE DIRECTOR OF BUSINESS OUTREACH**

Empire State Development Upstate Chairman Daniel C. Gundersen today announced that Brian P. Sampson has joined ESD as Upstate Director of Business Outreach.

Mr. Sampson joins the ESD team with more than ten years experience in business development and a host of New York State community affiliations.

As Upstate Director of Business Outreach, Mr. Sampson will ensure the agency is in tune with the needs of Upstate businesses, respond to business inquiries and proactively engage business owners. He will work closely with the Upstate Regional Offices.

Mr. Sampson was most recently employed as vice president of Builders Exchange of Rochester where he was responsible for the day-to-day operations of a 550-plus membership association dedicated to the building and construction industry. He has also worked as the public affairs director and business development director of the Rochester Business Alliance and as community based services coordinator for Learning Disabilities Association in Rochester.

Mr. Sampson's community affiliations include first vice chair of ARC of Monroe County, AI Sigl Center board member, president of Irondequoit Vikings Youth Football Association, Small Business Council of Rochester board member and Compeer Volunteer.

A resident of Rochester, Mr. Sampson was a graduate of Michigan State University with a bachelor of arts in Psychology and a minor in Communication. He is also a 2001 graduate of Leadership Rochester.

Empire State Development is New York's chief economic development agency, encompassing business, workforce and community development. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information, visit [www.nylovesbiz.com](http://www.nylovesbiz.com).

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